



i-SIGMA™

DESIGN & BRAND GUIDELINES



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DESIGN & BRAND GUIDELINES

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01

i-SIGMA LOGO

i-SIGMA LOGO CONSTRUCTION, CLEARSPACE & COMPUTATION

Association marks may only be used by the association or with specific permission from the association. Members are not permitted to use the main association "i-SIGMA" logo.

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been

established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our association name – they have a fixed relationship that should never be changed in any way.

i-SIGMA[®]

CLEARSPACE

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

Take the height of the logo to work out the clearspace.

Clearspace = **x**



MINIMUM LOGO SIZES

Full Logo

Minimum Size:

No Tagline: .75 inch

i-SIGMA[™]

.75"

01

i-SIGMA LOGO

APPLICATION ON A BACKGROUND

LOGO A
Black Version



LOGO B
White (knockout)
Version



LOGO C
Gray Version



LOGO D
Gray Version



DO NOT USE

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and brand consistency.



DO NOT outline (stroke)



DO NOT squish or stretch



DO NOT change the color

02

SERVICE PROVIDER MEMBER LOGO

LOGOTYPE

The Service Provider Member logo may only be used by Service Provider Members of the association in good standing.

1) The General Member Logo

The main Service Provider Member logo is the medium Gray logo used on white or light colored background. For darker backgrounds you will find an alternative below.



LOGO DARK VERSION



LOGO LIGHT VERSION



2) The Logo Dark Version Black will be used when the background color is light colored.

3) The Logo Light Version Cool Gray5C or White (knockout) will be used when the background color is dark colored.

Minimum Size: .75" wide

Recommended formats are:

.eps | .ai | .tiff
.svg | .png | .jpg



CLEARSPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

Take the height of the "i-SIGMA" portion of the logo to work out the clearspace.

Clearspace = **x**



DO NOT USE

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo are not permitted. This undermines the logo system and brand consistency.



DO NOT outline (stroke)



DO NOT squish or stretch



DO NOT change the color

03

NAID AAA CERTIFIED LOGO

THE LOGOTYPE

The NAID AAA Certified logo may only be used by i-SIGMA Service Provider Members in good standing who offer secure data destruction services, have under gone the appropriate audit regime, and have thereby been given authorization for its use.

**1) Primarily Used: Teal logo:**

The main logo used on white or light colored background.

2) Secondary Used: in Gray**3) Tertiary in Black**

4) Final to use: in White (knockout) for darker backgrounds.

Minimum Size: .5" wide

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff | .svg

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

CLEARSPACE

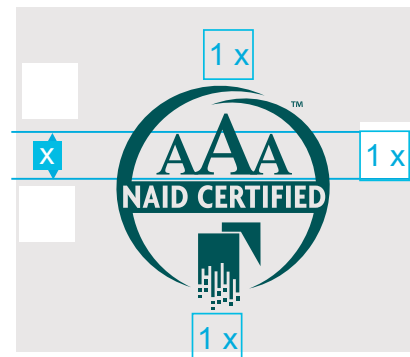
Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

Take the height of the smaller 'A's in the logo to work out the clearspace.

Clearspace = **x**



03

PRISM PRIVACY+ CERTIFIED LOGO

THE LOGOTYPE

The PRISM Privacy+ Certified logo may only be used by i-SIGMA Service Provider Members in good standing who offer secure records and information management services, have under gone the appropriate audit regime, and have thereby been given authorization for its use.

**1) Primarily Used: Purple logo:**

The main logo used on white or light colored background.

2) Secondary Used: in Gray**3) Tertiary in Black**

4) Final to use: in White (knockout)
for darker backgrounds.

Minimum Size: .5" wide

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff | .svg

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

CLEARSPACE

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

Take the height of the word "PRIVACY" through the line above it in the logo to work out the clearspace.

Clearspace = **X**



CORPORATE PARTNER MEMBER LOGO

THE LOGOTYPE

The Corporate Partner logo may only be used by i-SIGMA Corporate Partner Members in good standing who offer products or services to the Service Provider Members of the association and have thereby been given authorization for its use.

1



1) Primarily Used: in Black & Gold
The main logo used on white or light colored background.

2



2) Secondary Used: in Black
Note, this is not a three color logo. "Corporate partner text is in 60% black and the vertical bar in 40% black.

3) Final to use: in White (knockout)
for darker backgrounds.

GOLD

CMYK C0 M34 Y98 K12

Pantone 7550C

RGB R209 G144 B0

Web #D19000



i-SIGMA GRAY

COLOR CODES

CMYK C22 M14 Y18 K45

Pantone 423

RGB R137 G141 B141

Web #898D8D

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff | .svg

Minimum Height: .57" high

Attention:

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

SPONSOR LOGOS

EVENT SPONSOR LOGO GUIDELINES

Specific events offered by the association may include a provision for a Sponsor logo. Sponsor logos may only be used by active Sponsors of the given event, while the Sponsor

remains in good standing and for up to one year following the event. Promotion of sponsorship should always indicate the year of the sponsorship for clarity.

Sponsors are to use the official event Sponsor logo and not the main event logo to showcase their sponsorship.

THE LOGOTYPE



1) Primarily Used: Grey, Teal & Purple logo:
 The main logo used on white or light colored background.
 > Can only be used within a year of event



2) Primarily Used: Navy & Green logo:
 The main logo used on white or dark colored background.
 > Can only be used within a year of event

Recommended formats are:
 .eps | .ai | .png | .jpg | .tiff | .svg

Attention:
 Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency.

COLOR SYSTEMS

PRIMARY COLOR SYSTEM

Color plays an important role in the i-SIGMA corporate identity program. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will

contribute to the cohesive and harmonious look of the i-SIGMA brand identities across all relevant media. Check with your designer or printer when using the corporate colors that they will always be consistent.

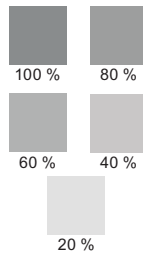
THE PRIMARY COLOR CODES

Explanation:

i-SIGMA has three official colors: Gray, Dark Teal, and Purple. These colors have become a recognizable identifier for each brand.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the association.



i-SIGMA GRAY

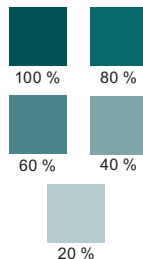
COLOR CODES

CMYK C22 M14 Y18 K45

Pantone 423

RGB R137 G141 B141

Web #898D8D



TEAL GREEN

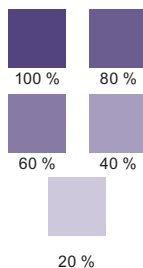
COLOR CODES

CMYK C96 M16 Y42 K57

Pantone 323C

RGB R0 G95 B97

Web #005F61



PURPLE

COLOR CODES

CMYK C70 M77 Y7 K23

Pantone 668

RGB R97 G75 B121

Web #614B79

THE SECONDARY COLOR CODES

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for i-SIGMA alone. Secondary colors should be used sparingly.

These Secondary colors are used in the i-SIGMA family branding, globally, including for Shred School, i-SIGMA Europe, i-SIGMA ANZ, and i-SIGMA Canada.

Usage:

Use them to accent and support the primary color palette. And as primary color palette to titled i-SIGMA family brands.



Tones

GOLD

CMYK C0 M34 Y98 K12

Pantone 7550C

RGB R209 G144 B0

Web #D19000



Tones

GREEN

CMYK C40 M0 Y50 K0

Pantone 359

RGB R161 G216 B132

Web #A1D884



Tones

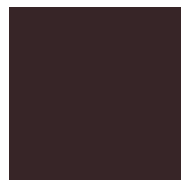
BLUE

CMYK C76 M34 Y21 K0

Pantone 7697

RGB R78 G135 B160

Web #4E87A0



Tones

BROWN

CMYK C42 M56 Y47 K77

Pantone 438

RGB R88 G68 B70


Web #584446

COLOR SYSTEMS

THE SECONDARY COLOR CODES CONTINUED




NAVY BLUE
CMYK C100 M65 Y0 K60
Pantone
RGB R0 G44 B88
Web #002B58



BLACK
CMYK C10 M10 Y10 K100
Pantone Black



BEIGE
CMYK C5 M10 Y17 K16
Pantone 7528
RGB R197 G185 B172
Web #C5B9AC



PURPLE
CMYK C34 M55 Y10 K0
Pantone 7654
RGB R162 G120 B156
Web #A2789C

07

TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all i-SIGMA communications.

We have selected Arial (and Arial MT Std) and Times New Roman, which helps inject energy and enthusiasm into the entire i-SIGMA communications, as the primary and secondary corporate typefaces.

PRIMARY FONT

ARIAL MT STD

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SECONDARY FONT

TIMES NEW ROMAN

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

07

TYPOGRAPHY

 TYPOGRAPHY & TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can

scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for i-SIGMA layouts.

**CONTEXT TEXT
& INNER HEADLINES**

 Caption
Text

i-SIGMA Typography

–

Times New Roman 8 pt Type / 10 pt Leading

 Copy Text

i-SIGMA Typography

–

Arial Regular
10 pt Type Print | 11 pt Type Digital / 12 pt Leading

 Secondary
Headings

i-SIGMA Typography

–

Arial Bold
12pt Type / 14pt Leading

 Tertiary
Headings

i-SIGMA Typography

–

Times New Roman Bold
12pt Type / 14pt Leading

**HEADLINES &
TYPOBREAKS**

 Main
Headings

i-SIGMA Typography

–

Times New Roman Bold
16pt Type / 16pt Leading

 Titles

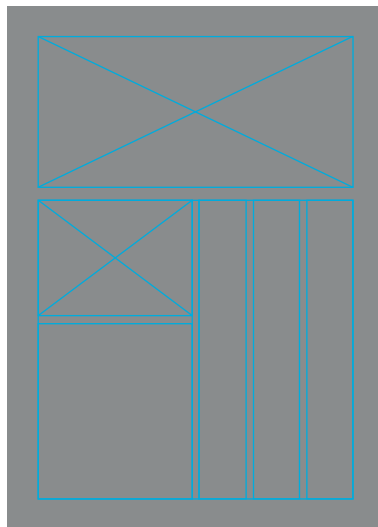
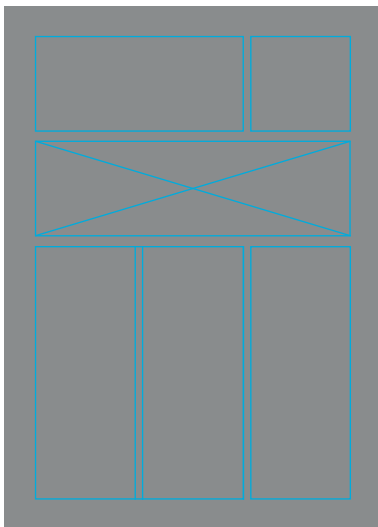
i-SIGMA

–

Times New Roman Bold
24pt Type / 24pt Leading

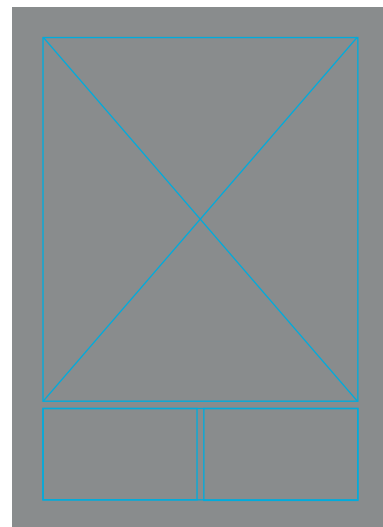
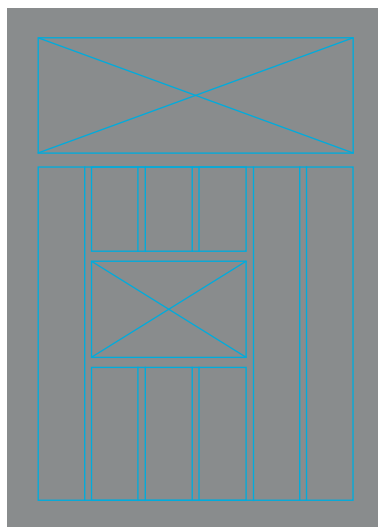
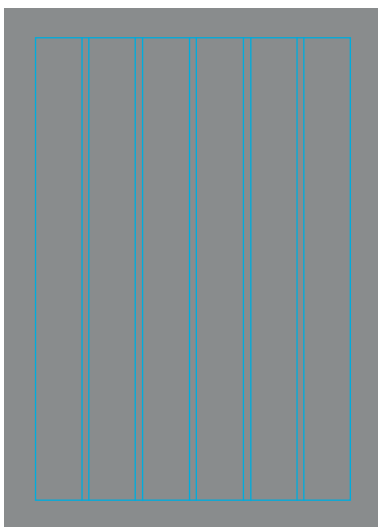
08

GRID SYSTEMS



VERTICAL GRID SYSTEM EXAMPLES

Design of collateral should implement the grid system (bootstrap) for organization of information and visual aesthetic.



09

STATIONARY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our association identity.

There is only one approved design format for all association and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for

standard U.S. business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

THE ASSOCIATION LETTERHEAD

EXPLANATION:

This shows the approved layouts with the primary elements of the i-SIGMA stationery system for the front and backside of the letterheads.

Usage:

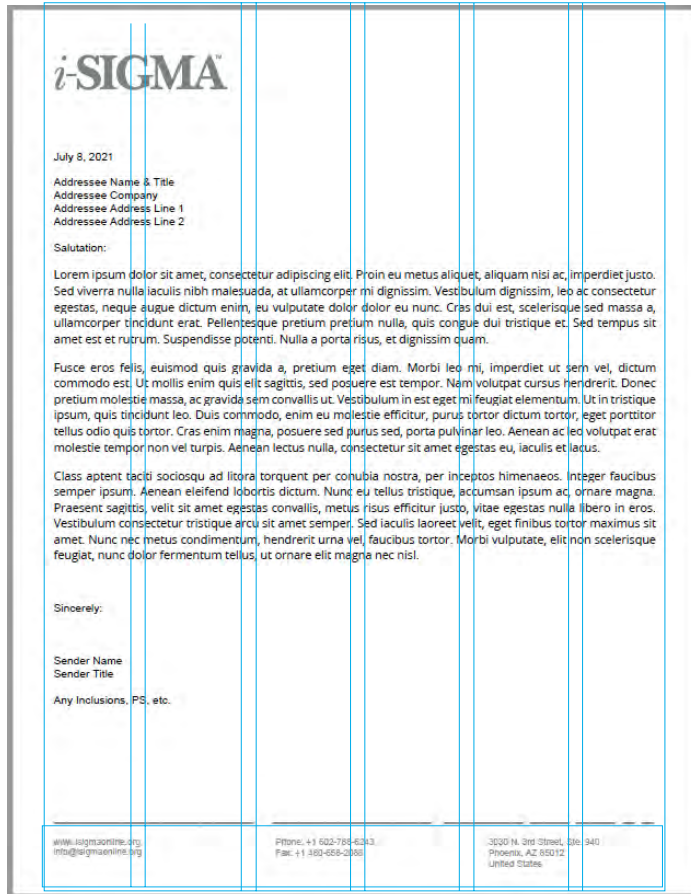
The letterhead will be used for all official communication within the i-SIGMA companies.

PARAMETER

DIMENSIONS

8.5" X 11"

LETTER



THE ASSOCIATION BUSINESS CARDS

EXPLANATION:

This shows the approved layouts with the primary elements of the i-SIGMA stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of i-SIGMA.

The logo for i-SIGMA, featuring a lowercase 'i' with a dot above it, followed by 'SIGMA' in a bold, uppercase serif font. A registered trademark symbol (®) is located at the top right of the word 'SIGMA'.

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Director of Marketing & Communications

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www.isigmaonline.org | kmartinez@isigmaonline.org

Frontside 100% scale

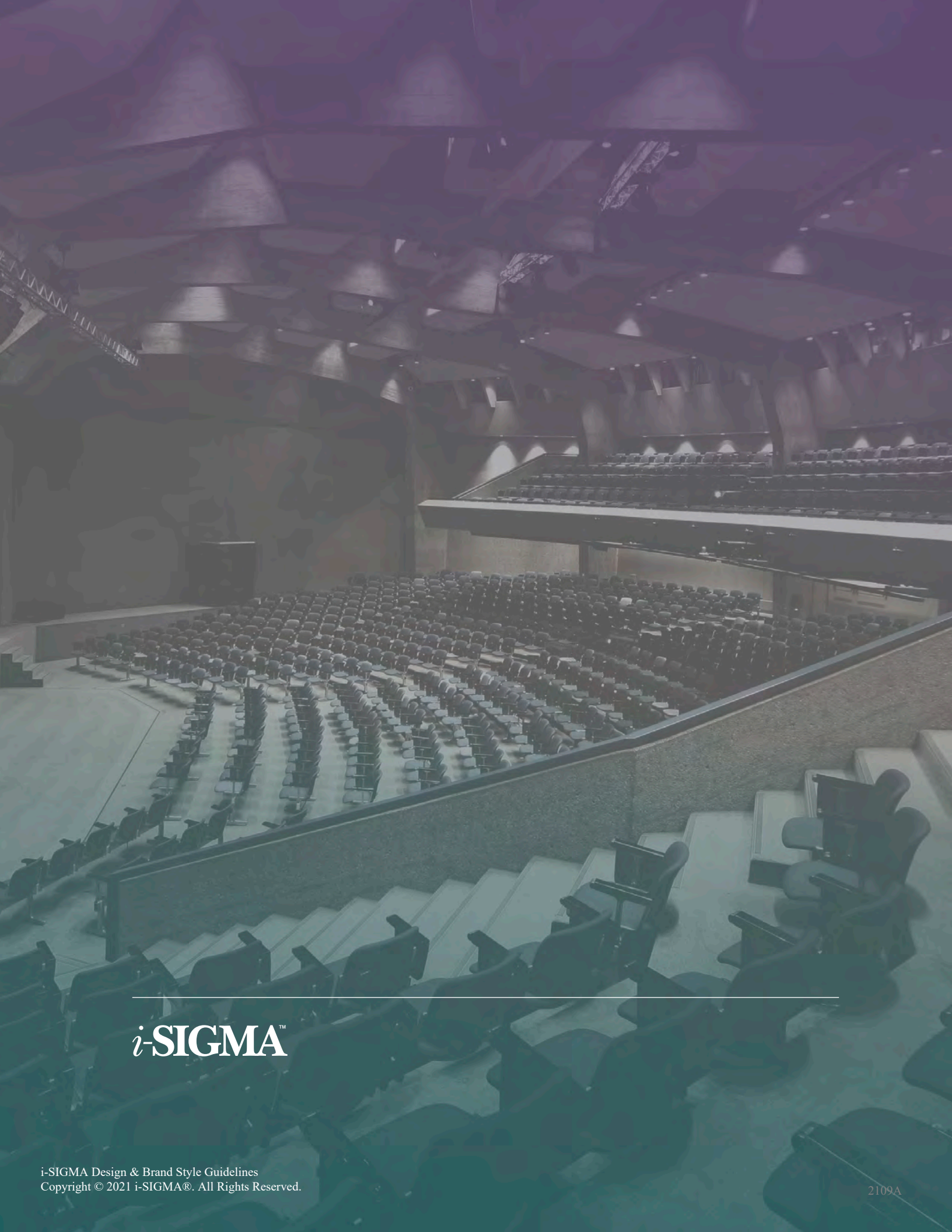
PARAMETER

DIMENSIONS

3.5" X 2"

WEIGHT

400G/M UNCOATED WHITE



i-SIGMA™